

Taking Anysite.com To The Next Level

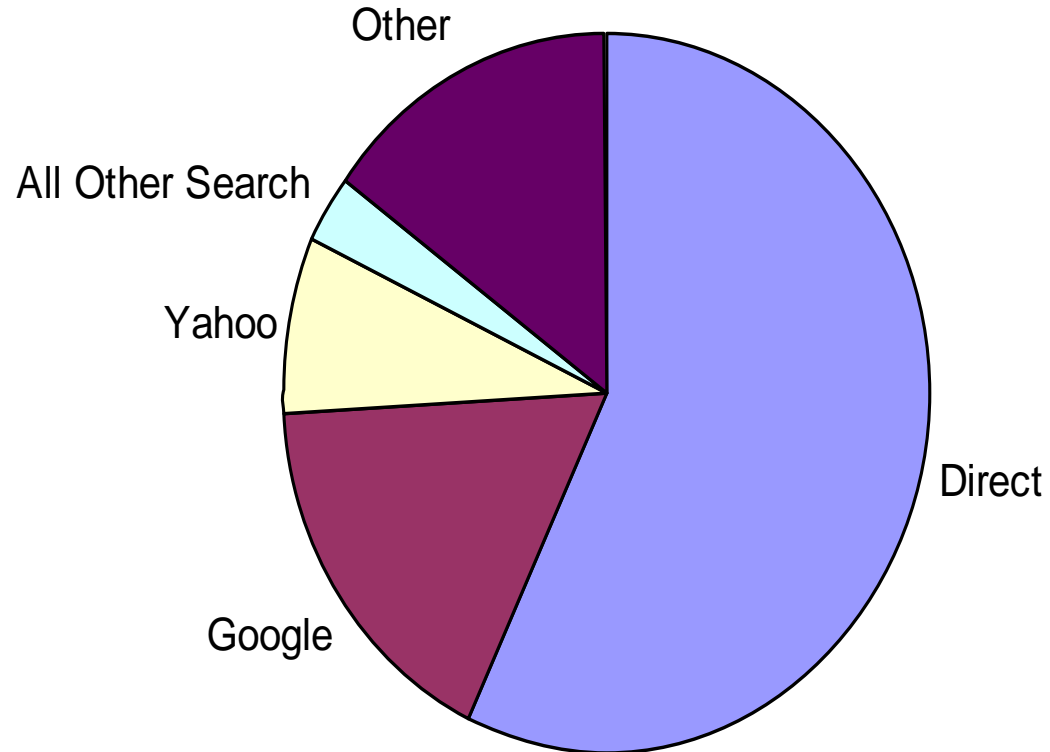
with SEO, Web Analytics, Testing, Data Mining, Targeting, Forecasting and Web Personalization

Pat Moore
August, 2009

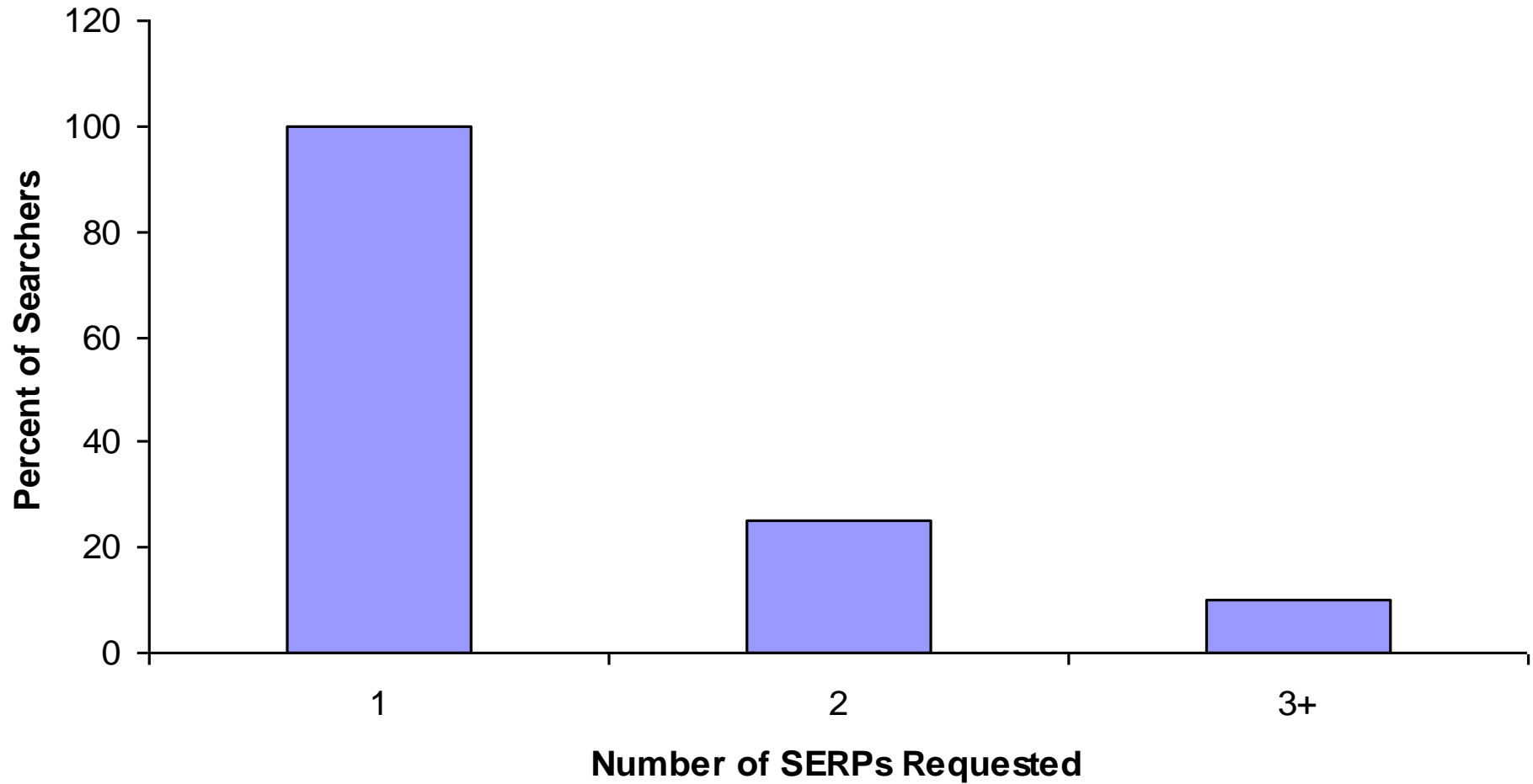
- **Objective: Illustrate a path to deeper engagement and better traffic monetization for Anysite.com using analytics**
- **Analytic Methodologies:**
 - **SEO: Performing better in Search**
 - **Web Analytics: Tracking what matters**
 - **Testing: Making better decisions**
 - **Data Mining: Finding patterns**
 - **Targeting: Getting messages to the right people**
 - **Forecasting: Selling the right number of ads**
 - **Web Personalization: Making the site compelling**

SEO

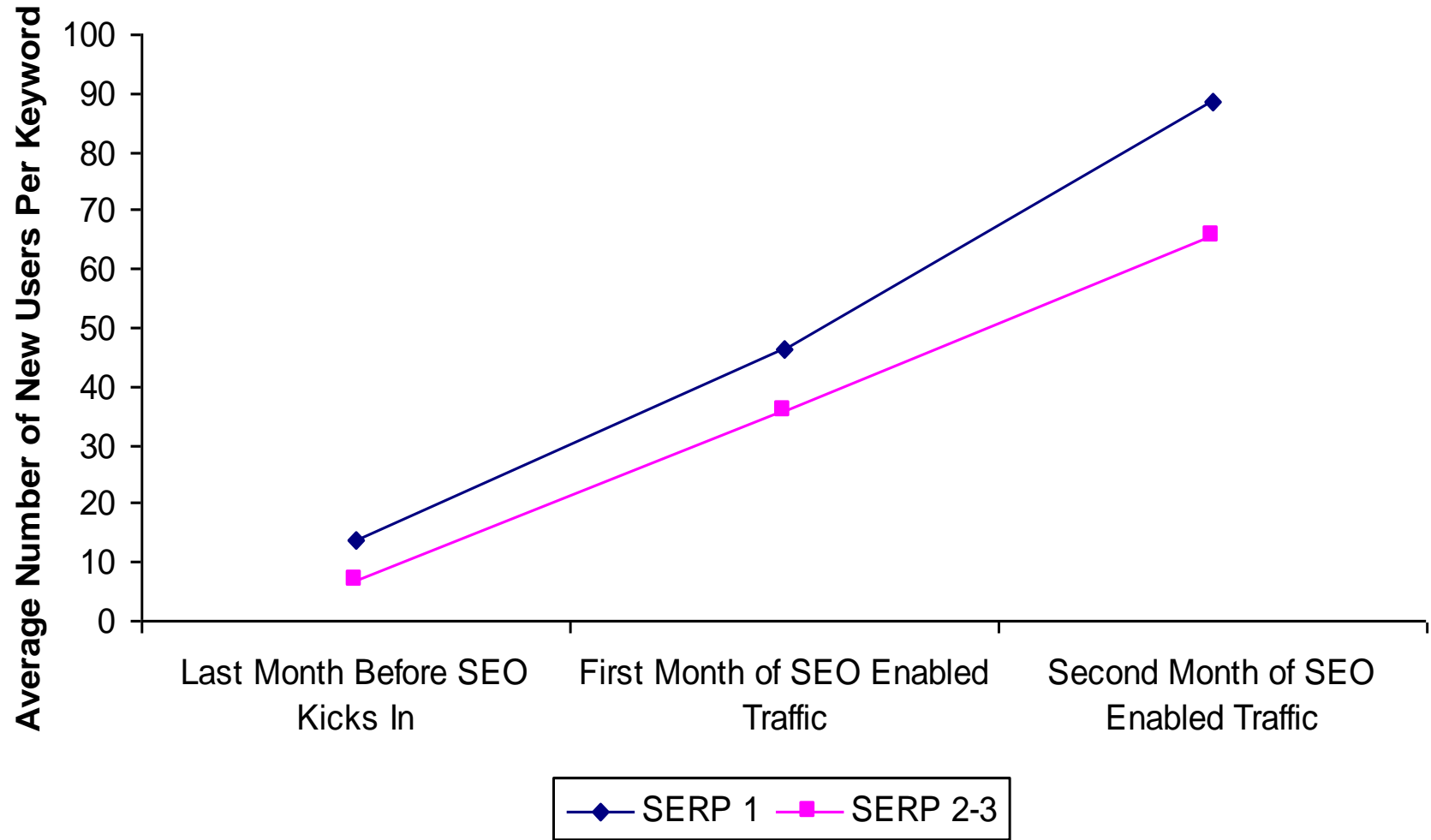
Search drives about two thirds of non-direct traffic



Very few searchers go beyond the first Search Engine Results Page



SEO generates 200% to 400% more traffic



SEO Best Practices: Determine Key Phrases

- Submit the article content to the Google Keyword Tool
- Select the key phrases that optimize relevance, estimated volume and competitive advantage (remember that results are from the perspective of the searcher)
- Submit the selected key phrases to Wordtracker to discover more key phrases and evaluate their effectiveness and further select the most effective key phrases
- Generally speaking, key phrases with 4 terms or more maximize clicks, 1-2 term key phrases maximize expected volume and 3 term key phrases usually strike the best balance between demand and conversion

SEO Best Practices: HTML Tags

- Write a human readable 10-15 word title tag including the top two or three key phrases
- Write a human readable key phrase rich description meta tag article summary not to exceed 250 words for the purpose of Search Engine Results Page (SERP) display
- Prepare the keywords' meta tag
 - Longer key phrases perform better (three terms is optimal) and cover short key phrases
 - Use stems, plurals, and misspellings
 - Don't repeat key phrases
- Prepare search friendly headlines
 - Use straight-forward headlines
 - Use H1 tags instead of CSS classes to identify headlines
 - Use H2-H6 tags to create sub-headlines and to highlight key phrases

SEO Best Practices: Including Top Key Phrases

- The first paragraph
- Headlines and sub headlines
- Links and anchor text
- Page URLs (in addition to dropping numerical url parameters)
- Filenames
- Alt text

SEO Best Practices: Links, SEM & WebPosition

- Create XML feeds using RSS and Atom
- Create useful tools
- A judicious use of SEM can help SEO performance
- Use WebPosition or Web CEO to constantly monitor SEO performance

SEO Example: Bloomberg.com Article on Gold Futures

<http://www.bloomberg.com/apps/news?pid=20601012&sid=aKwouN8NgBek&refer=commodities>

Not Search Friendly

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Gold Climbs as Investors Seek Alternatives to Holding Cash

No Sub headline

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By Pham-Duy Nguyen

Jan. 30 (Bloomberg) -- Gold rose, capping a third straight monthly gain, as investors sought an alternative to holding cash. Silver also increased.

While gold is traded in dollars, the price in **euros** is up 15 percent this month and 5.9 percent in U.K. **pounds** as central banks lower interest rates and governments spend trillions of dollars to revive economies. Investment in the **SPDR Gold Trust**, the biggest exchange-traded fund backed by bullion, reached a record 843.6 metric tons yesterday.

"Central banks are going to start printing money and it's not an ideal place for investors to be," said **Joel Crane**, a metals strategist at Deutsche Bank AG in New York. "People don't have faith in currencies at the moment. There is still an underlving faith that gold will go higher."

Dreyfus

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More News

Bloomberg.com

SEO Example: Bloomberg.com Gold Futures Article Source Code

No human readable key phrase
✓ **title**

```
<title>  
    Bloomberg.com:  
    Commodities</title>
```

No key phrases

```
<meta name="KEYWORDS" content="">
```

```
<meta content="Bloomberg L.P." name="OWNER">
```

```
<meta name="ROBOTS" content="NOARCHIVE">
```

No article summary

```
<meta name="DESCRIPTION" content="">
```

```
<span class="news_story_title">Gold Climbs as Investors Seek Alternatives to Holding Cash </span>
```

Use of CSS class to identify headline

SEO Example: Google Keyword Tool



Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

new Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?

☐ Descriptive words or phrases
(e.g. green tea)

☒ Website content
(e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. [?](#)

☐ Include other pages on my site linked from this URL

▼ Or, enter your own text in the box below. (optional)

Use text from your website or business materials to get related keywords.

Gold rose, capping a third straight monthly gain, as investors sought an alternative to holding cash. Silver also increased.

↑

↓

⋮

Submit content here →

Selected Keywords:

Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign.

No keywords added yet

[+ Add your own keywords](#)

Sign up with these keywords

Bloomberg.com

13

SEO Example: Google Keyword Tool Results

Choose columns to display: ?				
Show/hide columns ?				
Keywords	Advertiser Competition ?	Approx Search Volume: January ?	Approx Avg Search Volume ?	Match Type: ? Broad ?
- sorted by relevance ?				
gold futures		22,200	12,100	Add ?
gold investing		22,200	14,800	Add ?
gold investment		27,100	18,100	Add ?
gold future		8,100	6,600	Add ?
gold bars		74,000	40,500	Add ?
futures		3,350,000	1,830,000	Add ?
gold bullion		110,000	60,500	Add ?
commodities futures		12,100	9,900	Add ?
currency futures		8,100	5,400	Add ?
price of gold		246,000	165,000	Add ?
gold price		1,000,000	550,000	Add ?
silver price		201,000	165,000	Add ?
gold prices		450,000	301,000	Add ?
gold		30,400,000	24,900,000	Add ?
gold etfs		4,400	1,900	Add ?
gold etf		27,100	14,800	Add ?
gold commodities		5,400	2,900	Add ?
gold commodity		6,600	3,600	Add ?
commodity exchanges		3,600	3,600	Add ?
futures contract		14,800	9,900	Add ?
commodity brokers		18,100	18,100	Add ?
central banks		33,100	14,800	Add ?
spot gold price		60,500	33,100	Add ?
trading gold		18,100	14,800	Add ?
gold options		3,600	2,900	Add ?
buying gold		110,000	60,500	Add ?

SEO Example: Wordtracker Results

Google

Google gets 68.74% of all search engine traffic.

What do these headings mean? [Click here](#)



No.	Keyword Why quotes?	KEI Analysis (?)	Count (?)	24Hrs (?)	Competing (?)
1	"trading gold futures"	0.026	4	3	624
2	"commodity prices"	0.017	233	159	3110000
3	"precious metals prices"	0.015	26	18	45800
4	"gold price futures"	0.011	2	1	348
5	"kilo gold futures"	0.005	2	1	791
6	"commodities"	0.004	402	274	40600000
7	"precious metals"	0.003	151	103	7900000
8	"gold futures"	0.002	39	27	652000
9	"gold futures prices"	0.000	2	1	13900

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SEO Example: Google Query For Gold Futures

[Advanced Search](#)
[Preferences](#)[Web](#) [News](#) [Blogs](#)Results 1 - 10 of about 853,000 for [gold futures](#). (0.17 seconds)

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Gold Futures. Trading Unit. 100 troy ounces. Price Quotation ... **Gold** delivered against the **futures** contract must bear a serial number and identifying stamp ...[www.nymex.com/GC_spec.aspx](#) - 40k - [Cached](#) - [Similar pages](#) - 

[NYMEX.com: Gold](#)

Gold. Futures · Options · **Gold** miNY · iShares COMEX **Gold** Trust. Market Data. Current Session Overview · Current Expanded Table · Previous Session Overview ...[www.nymex.com/gol_fut_cso.aspx](#) - 106k - [Cached](#) - [Similar pages](#) - 

[Gold ends at six-month high on safety buying - MarketWatch](#)

Gold futures surge to their highest level in six months as investors seek the safety of the metal following government data that show the US economy ...[www.marketwatch.com/News/Story/Story.aspx?column=Metals+Stocks](#) - 977k -[Cached](#) - [Similar pages](#) - 

[News results for gold futures](#)

[COMMODITIES-Mostly down in volatile play: gold back up at \\$900](#) - Jan 29, 2009The only major commodity that rose was **gold**, which reversed Wednesday's lower close, underlining the volatility in raw materials markets. **Gold futures** in ...[Forbes](#) - [125 related articles »](#)[India copper, gold futures may open lower](#) - [Reuters India](#) - [19 related articles »](#)[New York gold futures close below 900 dollars](#) - [Xinhua](#) - [2 related articles »](#)

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[Gold Futures](#)

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SEO Example: MarketWatch Gold Futures Search Result

<http://www.marketwatch.com/News/Story/Story.aspx?column=Metals+Stocks>

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FRONT PAGE **MARKETS**

Global Markets Emerging Markets Earnings Watch

LATEST NEWS MagnetBank of Salt Lake City, Utah fails

METALS STOCKS
Gold ends at six-month high on safe-haven buying
Holdings in the largest gold ETF have leaped 8% in one month to record high
Sub headline

By [Moming Zhou](#), MarketWatch
Last update: 2:32 p.m. EST Jan. 30, 2009 | [Comments: 735](#)

NEW YORK (MarketWatch) -- Gold futures rose Friday, ending the week at their highest level in six months as investors sought the safety of the metal following government data that showed the U.S. economy contracted the most in 27 years during the fourth quarter.

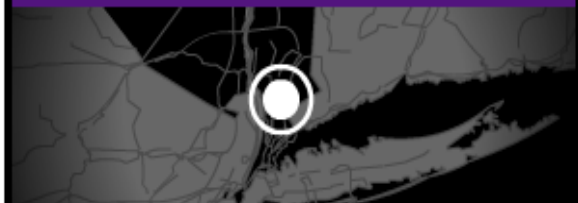
Rising demand for the metal has pushed holdings in the SPDR Gold Trust, the biggest exchange-traded fund backed by gold, to a new record level.

Gold for February delivery closed up \$22.20, or 2.4%, at \$927.30 an ounce on the Comex division of the New York Mercantile Exchange, the loftiest closing level for a front-month contract since July.

The benchmark contract has risen 3.5% this week and 4.9% this month.

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SEO Example: MarketWatch Gold Futures Search Result Source Code

Short human readable key phrase title—note location of company name

```
<title>  
    Gold ends at six-month high on safety buying - MarketWatch  
</title>
```

Large selection of key phrases

```
<meta name="keywords" content="News & Commentary|Markets, Metals Stocks, HUI, Amex Gold Bugs Index, SLV,  
Ishares Silver Trust, GLD, Spdr Gold Trust, ABX, Barrick Gold Corporation, GG, Goldcorp Inc., GFI, Gold  
Fields Ltd New, IAU, iShares COMEX Gold Trust, GDX, Market Vectors Etf Tr"></meta><meta name="description"  
content="Gold futures surge to their highest level in six months as investors seek the safety of the metal  
following government data that show the U.S. economy contracted the most in 27 years during the fourth  
quarter."></meta></head>
```

Good article summary

```
<h1 id="StoryContent_TopPageNavigation_Headline" class="storytitle">Gold ends at six-  
month high on safe-haven buying</h1>  
<h2 id="StoryContent_TopPageNavigation_Headline2" class="storytitle">Holdings in the  
largest gold ETF have leaped 8% in one month to record high</h2>
```

Use of H1 tag to identify headline and
H2 tag to identify sub headline

How do I convince 2500 reporters to write for Google?



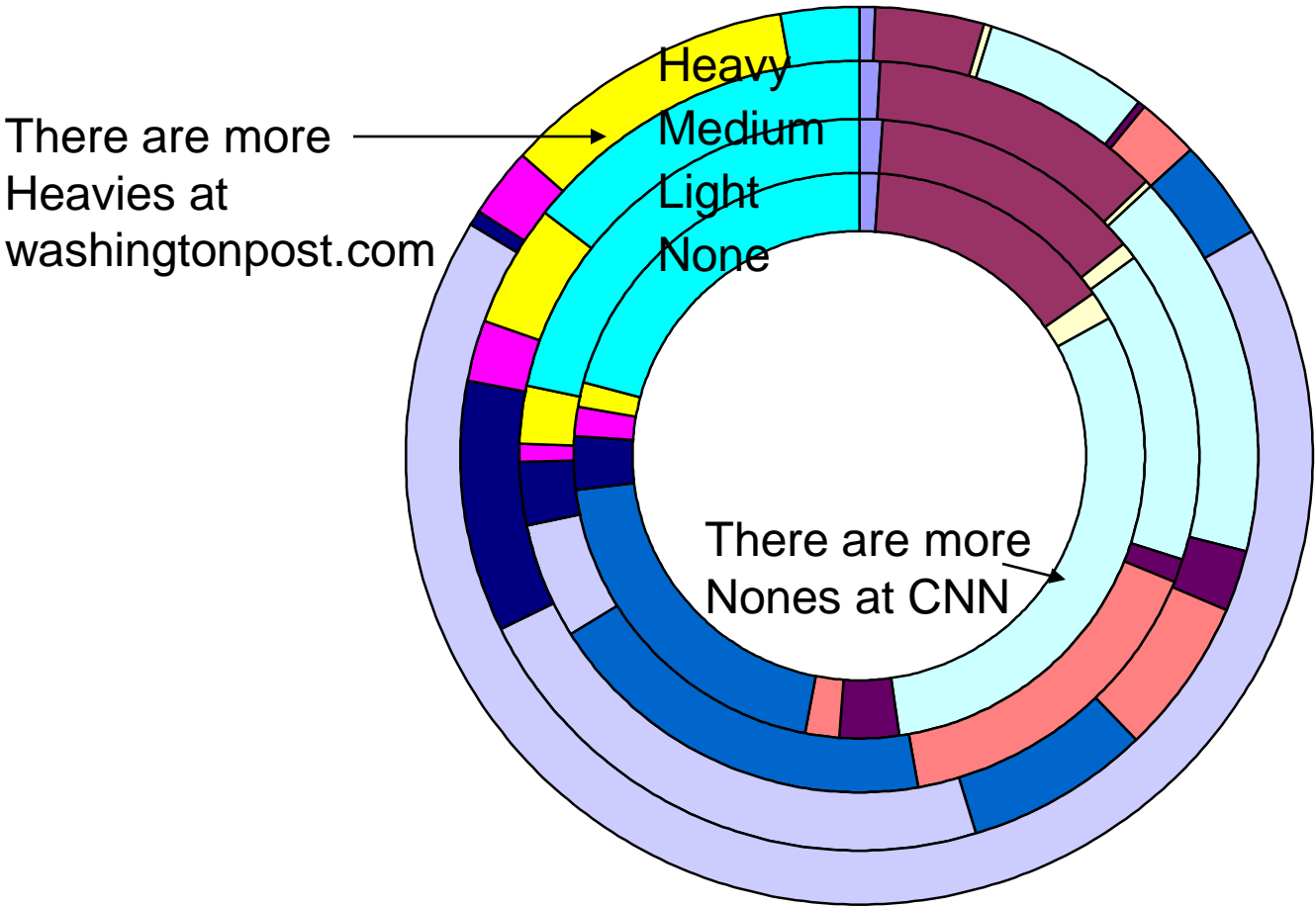
- Bloomberg Surveillance with Ken Prewitt and Tom Keene: Interviews that survey the best of Wall Street. Three hours of economics, finance and investment to get the day started right.
- Bloomberg Surveillance with Ken Prewitt and Tom Keene: Interviews that survey the best stock investment advisors, money managers and fund analysts of Wall Street. Three hours of economics and finance to make sure you are aware of the latest stock market trends and investment strategies.

Web Analytics

NYT Times Topics Article Page Driver Analysis

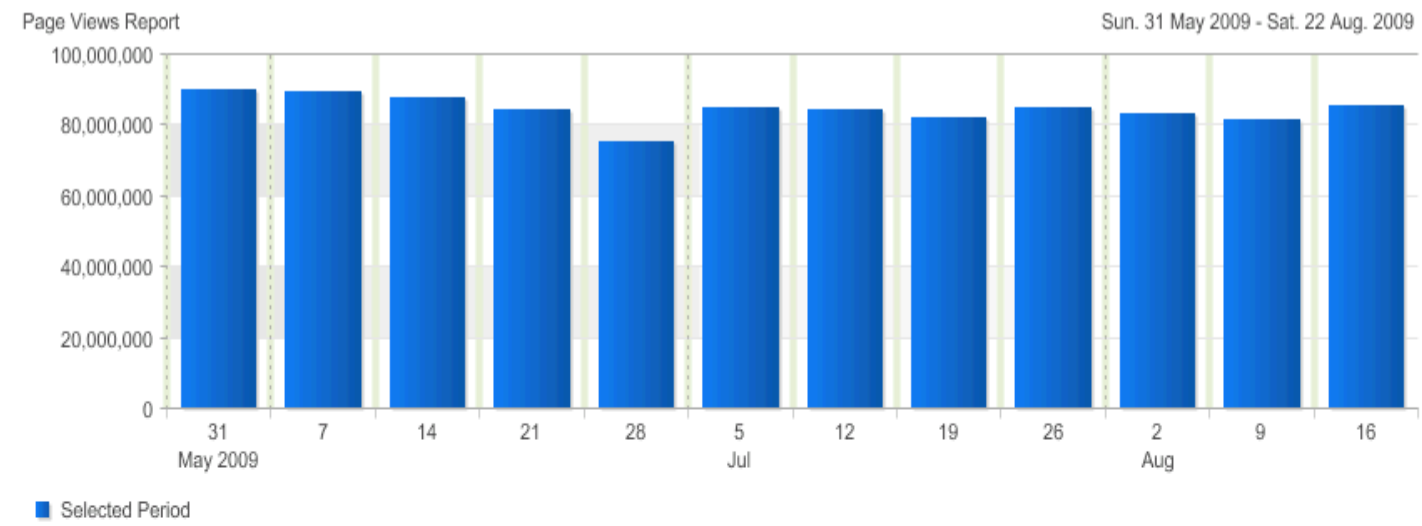
- **Objective:** To better understand the extent to which the Times Topics pages drive requests for article pages
- **Methodology:**
 - Collected all the page views for any session making a Times Topics page request between May 1st and May 7th (source: random 10% Common Cookie sample)
 - Derived the distribution for the next page request after a Times Topics page request for everyone and separately for users coming from the NYTimes.com home page, a NYTimes.com article page, an external site and a NYTimes.com search results page
- **Findings:**
 - Users coming from an external site (39%) are less likely (20%) to go to an article from a Times Topics page than average (26%), have fewer post click article page views (pcapv) (0.55) than average (0.85) and have fewer NYTimes.com pcpvpv (1.3) than average (2.26)
 - Users coming from the NYTimes.com home page (4%) are more likely (31%) to go to an article from a Times Topics page, have more pcapv (1.3) and have more NYTimes.com pcpvpv (4.22) than average
 - Users coming from a NYTimes.com article page (23%) are more likely (35%) to go to an article from a Times Topics page, have more pcapv (1.14) and have more NYTimes.com pcpvpv (2.58) than average
 - Users coming from a NYTimes.com SERP (6%) are more likely (32%) to go to an article from a Times Topics page, have more pcapv (1.27) and have more NYTimes.com pcpvpv (4.33) than average

NYT Market Share of News Content Page Views by Page View Segment



■ ABCNEWS	■ AOL News	■ CBS News
■ CNN	■ Forbes.com	■ Google News
■ MSNBC	■ NYTimes.com	■ USATODAY.com
■ Wall Street Journal Online	■ washingtonpost.com	■ Yahoo! News

Web Analytics Application Report



Graph Generated by SiteCatalyst using Report Accelerator at 8:27 PM EDT, 27 Aug 2009

Date (week beginning)	Selected Period
1. May 31, 2009	89,589,849
2. Jun 7, 2009	89,430,181
3. Jun 14, 2009	87,699,913
4. Jun 21, 2009	84,172,778
5. Jun 28, 2009	74,877,623
6. Jul 5, 2009	84,818,289
7. Jul 12, 2009	84,189,879
8. Jul 19, 2009	81,697,900
9. Jul 26, 2009	84,975,381
10. Aug 2, 2009	82,822,851
11. Aug 9, 2009	81,230,747
12. Aug 16, 2009	85,350,163

BBG Weekly Web Metrics Report Page 1

Bloomberg.com Metrics Week Ending 8/22

Overall Volume & Engagement Metrics

Period	Seasonality Index	Unique People	Visits	Page Views	Visits per Visitor	Page Views per Visit	Page Views per Visitor	Minutes Spent per Visit
Last Week	81.8	4,520,855	12,636,173	85,350,163	1.7	6.8	11.3	34.1
Moving 4WK MA	78.4	4,281,343	12,010,606	83,594,786	1.7	7.0	11.7	35.2
Percent Change from 4WK Avg	4.4%	5.6%	5.2%	2.1%	-0.4%	-3.0%	-3.4%	-3.3%
Moving 13WK Avg	90.2	4,440,668	12,370,935	83,826,373	1.7	6.8	11.3	34.6
Percent Change From 13WK Avg	-9.3%	1.8%	2.1%	1.8%	0.3%	-0.5%	-0.2%	-1.6%
Moving 13WK Trendline Slope	-2.7	-43,320	-98,862	-182,740	0.00	0.04	0.08	0.16
Running Monthly Avg	NA	8,948,041	53,607,384	363,247,616	5.6	6.8	39.3	34.6

Advertising Performance

Period	Net OAS Impressions	Paid OAS Impressions	Clicks	Net Sell Through	Click Rate	Net Click Rate	Adsense Impressions	Adsense Clicks	Adsense Click Rate
Last Week	298,091,421	169,230,290	94,491	56.8%	0.024%	0.032%	79,192,477	52,328	0.066%
Moving 4WK MA	288,582,074	165,464,727	93,430	57.3%	0.025%	0.032%	77,237,983	47,015	0.061%
Percent Change from 4WK Avg	3.3%	2.3%	1.1%	-1.0%	-1.5%	-2.1%	2.5%	11.3%	8.6%
Moving 13WK Avg	300,821,451	180,213,635	97,104	59.9%	0.025%	0.032%	77,518,783	47,999	0.062%
Percent Change From 13WK Avg	-0.9%	-6.6%	-2.8%	-5.5%	-2.4%	-2.1%	2.2%	9.0%	6.7%
Moving 13WK Trendline Slope	476,697	-1,394,362	-564	-0.59%	-0.00013%	-0.00027%	-202,664	-182	0.000%
Running Monthly Avg	1,303,559,619	780,925,752	420,785	59.9%	0.025%	0.032%	391	391	391

Other KPIs

Period	Direct Visits	Referral Visits	Search Visits	Unique Referring Domains	Unique Keywords	Home Page Entries	Bounce Rate	Video Plays	Podcast Downloads
Last Week	7,992,639	2,835,393	1,178,278	16,518	330,897	6,355,290	0.59	402,817	1,191,175
Moving 4WK MA	7,841,707	2,513,961	1,078,276	16,237	325,537	6,224,943	0.57	353,302	1,184,204
Percent Change from 4WK Avg	1.9%	12.8%	9.3%	1.7%	1.6%	2.1%	3.4%	14.0%	0.6%
Moving 13WK Avg	7,984,654	2,675,211	1,103,003	16,468	300,392	6,330,890	0.58	348,534	NA
Percent Change From 13WK Avg	0.1%	6.0%	6.8%	0.3%	10.2%	0.4%	1.0%	15.6%	NA
Moving 13WK Trendline Slope	-39,514	-59,293	-3,988	-1	7,635	-27,262	0.00	-772	NA
Running Monthly Avg	34,600,166	11,592,582	4,779,680	NA	NA	27,433,858	0.58	1,510,316	NA

Page Type Trends

Period	Home	Market Data	News	Personal Finance	TVradio	Other	JP Page Views	Mobile Page Views
Last Week	55,809,565	13,314,340	11,984,759	2,393,096	182,429	1,665,974	1,511,347	2,366,221
Moving 4WK MA	54,894,548	12,788,831	11,610,124	2,461,925	173,887	1,665,472	1,459,841	2,362,376
Percent Change from 4WK Avg	1.7%	4.1%	3.2%	-2.8%	4.9%	0.0%	3.5%	0.2%
Moving 13WK Avg	54,457,778	12,861,095	12,417,687	2,301,822	171,371	1,616,620	1,501,205	NA
Percent Change From 13WK Avg	2.5%	3.5%	-3.5%	4.0%	6.5%	3.1%	3.5%	NA
Moving 13WK Trendline Slope	24,242	-51,426	-173,443	14,688	-20	3,217	-11,304	NA
Running Monthly Avg	235,983,706	55,731,410	53,809,977	9,974,561	742,606	7,005,354	6,505,224	NA
significantly good	significantly bad							

Bloomberg.com Metrics Week Ending 8/22

Top Stories

Title	Page Views
Obama Goes Postal Lands in DeadLetter Office Caroline Baum	399,064
Obama Snares Palin Media in Wide BlameGame Net Caroline Baum	304,151
Stocks Slide on Economy Concern Yen Dollar Treasuries Gain	206,160
Buffett Says Federal Debt Poses Risks to Economy	191,256
Sebelius Says Government Insurance Plan Not Essential	161,925
Pimco Says Dollar to Weaken as Reserve Status Erodes	143,761
Approval of Obama Democrats Declines Pew Poll Says	138,804
Stocks Fall as China Slumps Commodities Drop Yen Bonds Rise	127,239
Existing Home Sales in U.S. Jump to TwoYear High	120,806
Madoffs Lover Stayed On Because of Tenderness Lust	119,028
GM Cancels Hideous Buick SUV After WouldBe Customers Twitter	114,936
UBS Client to Admit Failure to Report Swiss Account to IRS	111,081
Russian Power Plant Accident Kills 11 32 Missing	105,584
Pelosi Says House Health Measure Needs Public Option	100,365
Democrats Say Obama Shouldnt Retreat on Health Plan	93,996
U.S. Economy SingleFamily Home Starts Rise for Fifth Month	89,836
Taking Wall Street Advice in Rally Means Owing 6000	83,439
Switzerland Selling UBS Stake After U.S. Tax Accord	83,063
Toxic Loans Topping 5 May Push 150 Banks to Point of No Return	78,485
Commodity Traders 1 Million Bonus as Oil Doubles	76,919
U.S. Stocks Advance as AIG Says It Expects to Repay Bailout	74,440
U.S. Indicts Three in Theft of 130 Million Accounts	70,600
Fed Extends TALF Program for Commercial Real Estate	60,954
King Crushing Pound as U.K. Cant Afford Strength	57,936
Japan Economy Grows 3.7 Emerges From Worst Postwar Recession	52,838
Stocks Gain on Target Home Depot Earnings German Confidence	52,103
Hurricane Bill Forms Claudette Weakens Over Florida	47,815
Roth IRA Change May Not Be Game Changer for Wealthy Investors	45,534
China Said to Plan Rules Tightening Capital of Banks	45,416
Pension Plans PrivateEquity Cash Depleted as Profits Shrink	44,949
U.S. Economy New York Factories Grow for First Time Since 2008	43,402
Hurricane Bill Packs Dangerous Strength on Path to Canada	40,168
UBS to Provide Data on 4450 Accounts in Tax Accord	40,081
Hijackers of Ship Arctic Sea Demanded 1.5 Million From Insurer	39,803
SP 500 Rises to 10Month High Treasuries Drop on Housing Data	38,659
Bernanke Diverging With King Means Dollar May Decline	38,424
Housing Factory Declines Probably Eased U.S. Economy Preview	37,580
Asian Stocks Decline Most in Five Months on Growth Concerns	37,496
Hurricane Bill May Grow Stronger on Path to Canadian Maritimes	36,544
Unemployment Rates Rose in 26 U.S. States in July	34,794
Pension Funds Pare Stocks Ignoring Economic Rebound	34,767
Stiglitz Sees Risk to Dollar Need for Reserve System	34,701

Search Keyword Trends

Keyword	Last Week	Previous Week
Top Keywords		
bloomberg	76,390	72,683
hurricane bill	65,368	6
oil prices	29,410	25,769
usain bolt	14,946	81
dow futures	12,936	9,945
bloomberg futures	12,662	10,066
bloomberg.com	12,254	11,713
NYSE:AIG	8,225	3,818
oil price	7,221	6,245
stock futures	6,140	4,941
tiger woods	5,977	4,104
NYSE:C	5,820	5,077
oil	5,228	4,126
aig	5151	2469
crude oil price	4,670	4,352
crude oil prices	4,329	3,928
baltic dry index	4,141	5,140
china	3,610	2,653
www.bloomberg.com	3,533	3,232
dow futures bloomberg	3,200	2,387
Top Rising Keywords		
hurricane bill	65,368	6
brett favre	1,294	-
Don Hewitt	1,000	-
hurrican Bill	1,021	-
hurricane bill nova scotia	1,968	-
hurricane Bill path	1,892	-
hurricane Bill projected path	1,889	-
hurricane bill track	1,533	-
mega millions	2,564	-
minnesota vikings	1,363	0
powerball	1,048	0
usain bolt world record	1,636	-
usain bolt	14,946	81
cfa	1,231	25
U.S. National hurricane center	2,731	91
hurricane	1,850	177
The National Hurricane Center	1,004	97
National Hurricane Center	1,789	207
cash for clunkers	1,379	206
shanghai index	1,380	259

Bloomberg.com Metrics Week Ending 8/22

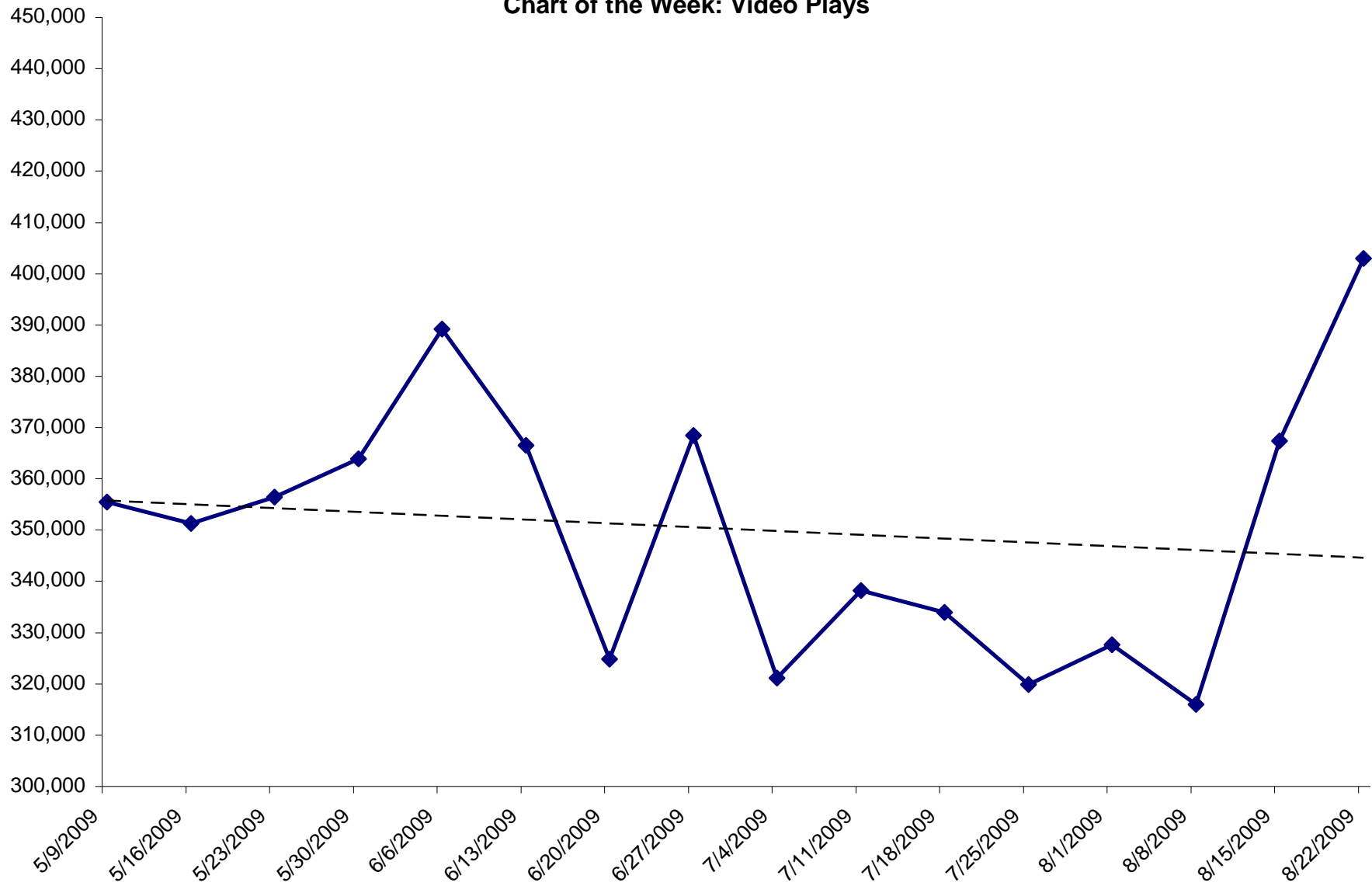
Top Referrers

Referrer	Visits
bloomberg.com	2,428,752
google.com	1,314,179
drudgereport.com	1,208,497
yahoo.com	203,800
google.ca	116,291
google.co.uk	84,450
huffingtonpost.com	71,690
realclearpolitics.com	67,096
bing.com	53,881
google.co.in	32,901
google.com.au	30,983
facebook.com	19,093
patrick.net	14,596
twitter.com	14,255
google.com.sg	13,553
aol.com	12,454
prudentbear.com	12,231
fark.com	11,456
blogspot.com	11,454
stockq.org	11,378
live.com	10,215
doohoon.com	8,440
zerohedge.com	8,184
google.com.my	8,066
realclearmarkets.com	8,044
wikipedia.org	7,705
survivalblog.com	7,323
google.co.za	7,315
google.de	7,188

Advancing Referrers

Referrer	Last Week	Previous Week
thefoxnation.com	3,589	12
mises.org	1,575	21
hotair.com	5,609	92
fleckensteincapital.com	1,499	26
engadget.com	2,121	101
fivethirtyeight.com	1,121	56
townhall.com	1,490	80
hawamer.com	1,073	83
daringfireball.net	1,273	-
pantip.com	1,049	114
urbansurvival.com	1,811	309
buzzflash.com	2,020	350
dailyfinance.com	3,929	688
techmeme.com	2,203	554
abovethelaw.com	1,849	511
manulife.com	1,648	543
idrudgereport.com	1,398	478
usaa.com	2,546	911
kedrosky.com	1,527	606
twitter.com	14,255	6,132
realclearpolitics.com	67,096	29,415
drudgereport.com	1,208,497	530,704
ycombinator.com	1,272	562
google.com.ng	1,327	633
allaboutnortel.com	1,620	910
facebook.com	19,093	10,858
msn.com	3,377	1,954
hoocoodanode.org	1,220	718
lucianne.com	2,463	1,465

Chart of the Week: Video Plays



Testing

Page Testing: Making Improvement

- The Goal of page testing is to use experimental design techniques to determine the best presentation of a page to serve each visitor for the purpose of deepening engagement and/or better traffic monetization
- Methodologies:
 - A/B Testing
 - Multivariate Testing
 - Bonferroni Testing
 - Test Mining

- Objective: To increase the Regilite conversion rate

Control

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Challenger

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- Findings: The challenger variation significantly doubled the Regilite conversion rate
- Action: implemented champion regilite version

NYT Sponsored Search Test

Moving the Search button to the right only led to significantly more searches and had no adverse effect on ad click rates

Ad to the left only (control)

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The New York Times

Wednesday, June 25, 2008

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WEDDINGS/CELEBRATIONS: Torrey Oberfest, Eliot Pierce

Published: June 27, 2004

Torrey Green Oberfest, the daughter of Susan Churchill Stafford of Exeter, N.H., and Peter J. Oberfest of Chilmark, Mass., was married on Martha's Vineyard yesterday to Charles Eliot Pierce III, the son of Mr. and Mrs. Pierce Jr. of New York. The Rev. Dr. Thomas F. Pike, an Episcopal priest, performed the ceremony at the Old Whaling Church in Edgartown, Mass.

The bride, 26, is the managing editor of the Bulfinch Press, the illustrated book division of Time Warner's book publishing group in New York. She graduated cum laude from Barnard. The bride's father and stepmother, Barbara Cole Oberfest, are the publishers of The Martha's Vineyard Times, a weekly newspaper. The bride's father is also a management consultant who advises health-care industry businesses.

The bridegroom, 29, is known as Eliot. He is a product manager at The New York Times on the Web, where he manages the outgoing e-mail business. He graduated from Brown and is studying for an M.B.A. degree at New York University. His father is the director of the Pierpont Morgan Library in New York.

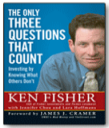
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Symbol	Price	% Change
DOW	11,311.25	-0.07%
S&P 500	1,407.84	+0.04%
NASDAQ	2,518.54	+0.05%
RUSSELL 2000	445.25	+0.05%

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4. Maxine Dowd: More Phony Myths
5. Rethinking the Country Life as Energy Costs Rise
6. Report Sees Illegal Hiring Practices at Justice Dept.
7. Albanian Custom Fades: Woman as Family Man
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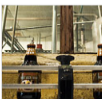
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The Winner

▲ PCPVPV by 9.7%

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Casio's digital time machine

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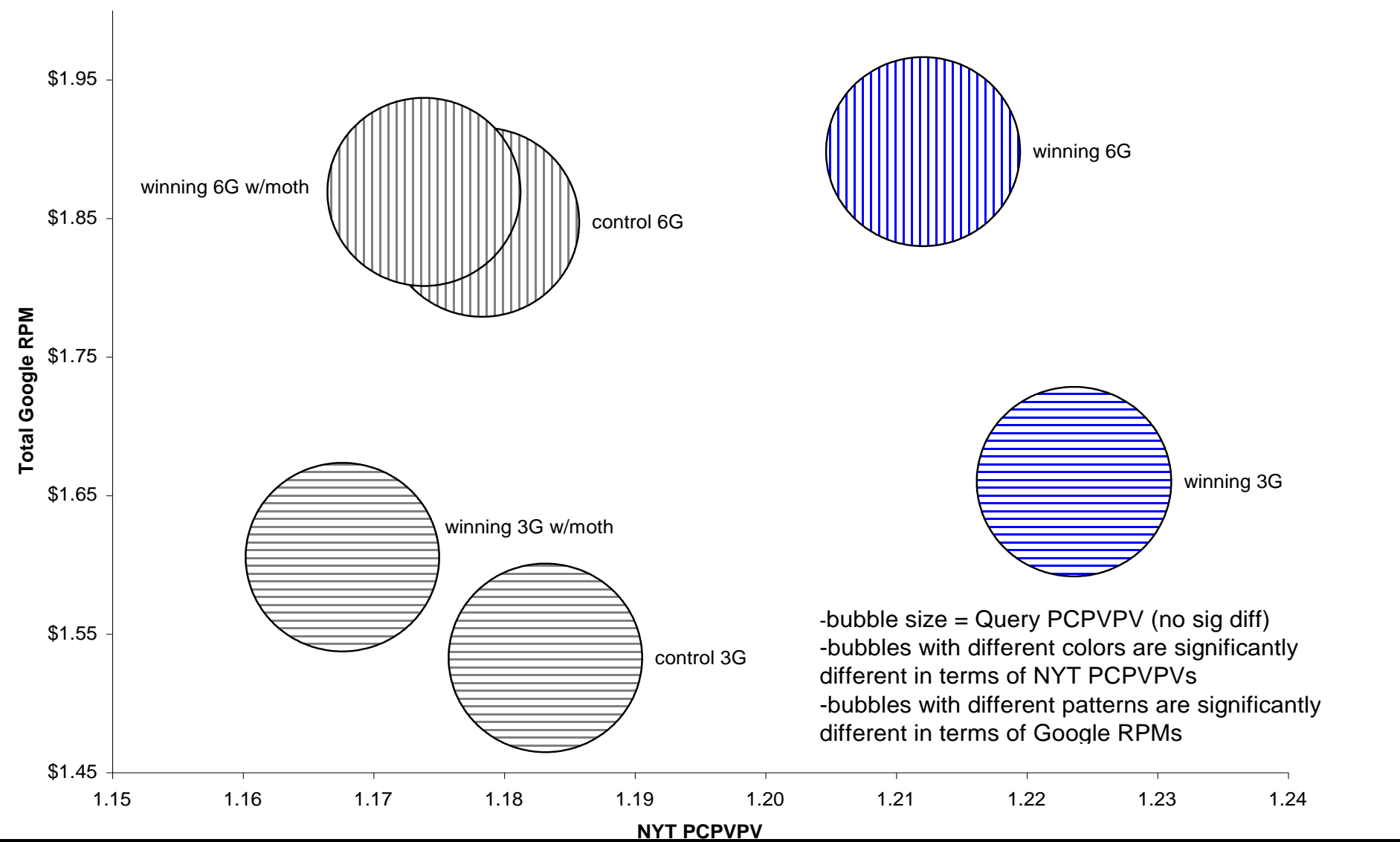
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NYT Archive Article Page Macro Deconstruction Test II Results

- The Winning 6G variation outperformed Winning 3G in terms of Google RPM and is not significantly different in terms of NYT PCPVPVs

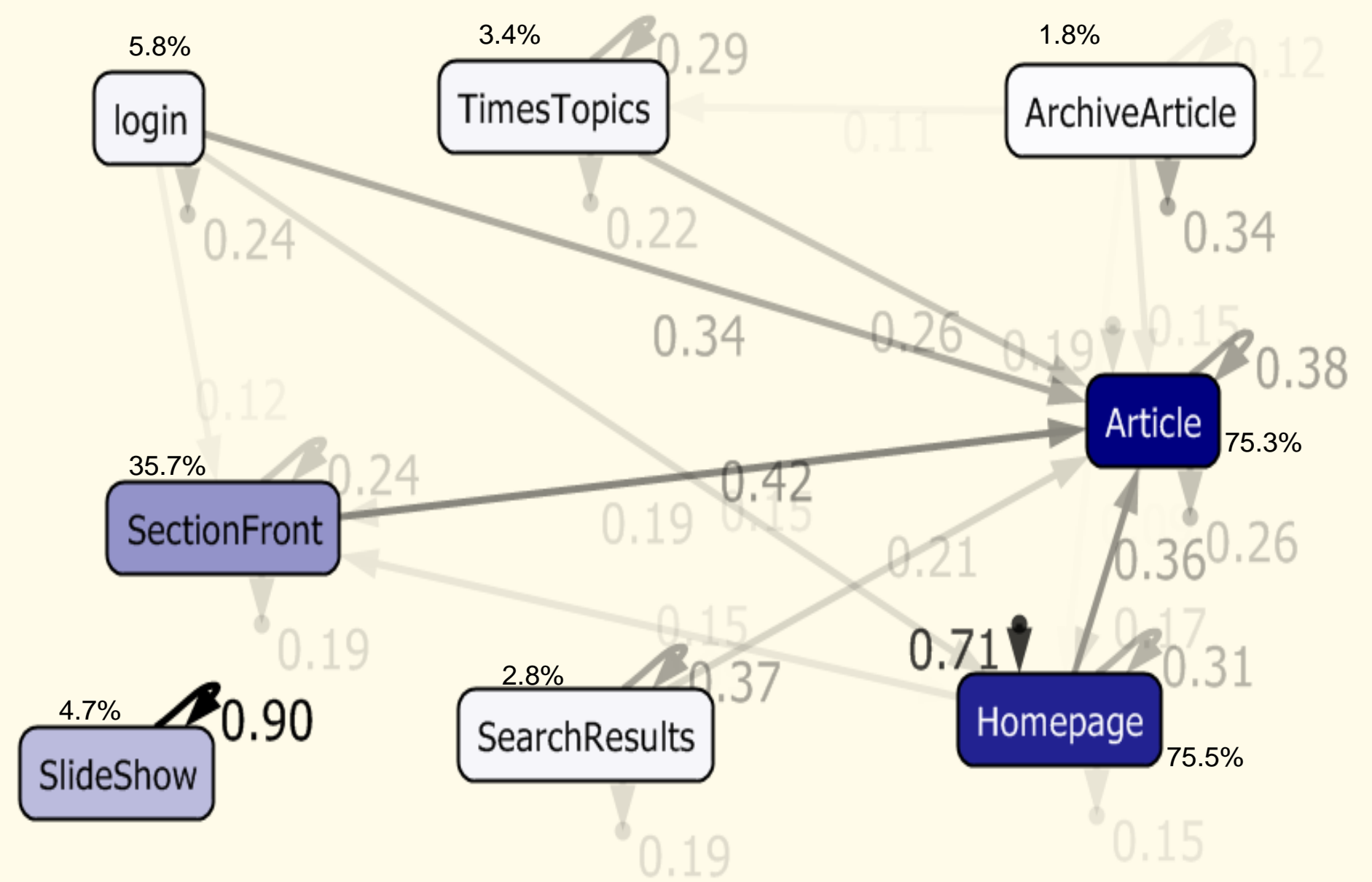


Data Mining

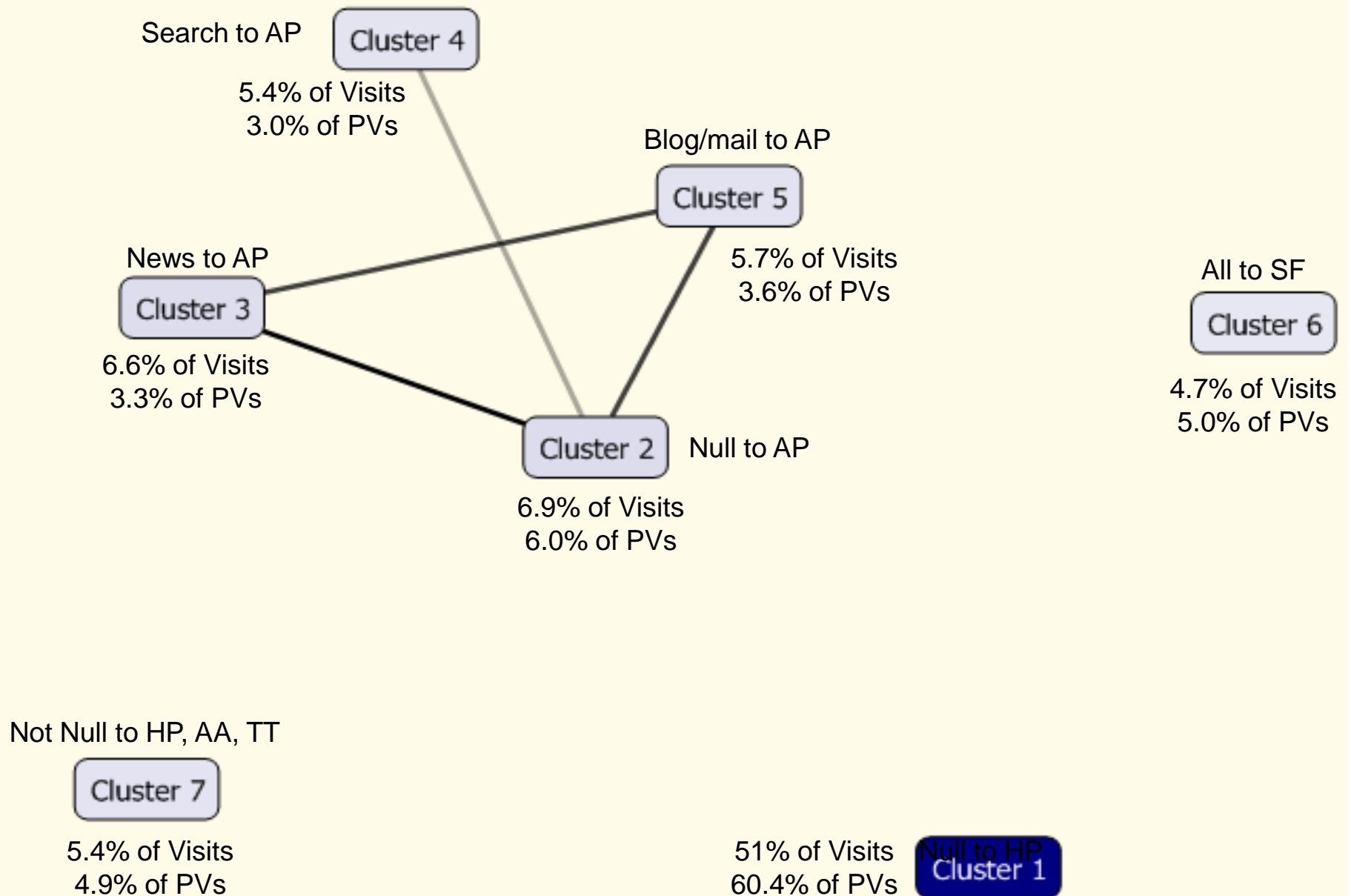
Data Mining: Finding Patterns

- Segment Discovery: Use business rules and clustering algorithms to discover different user segments
- Segment Description: Use exploratory data analysis and text mining to describe segments
- User Group Discrimination: Use classification algorithms to find out what discriminates different user groups from each other in terms of a variety of features such as number of monthly page views to different sections of the site
- Forecasting: Use econometric techniques to forecast traffic and revenue
- News story decay rate analysis in conjunction with Jon Kleinberg at Cornell

NYT Page Type Transition Probabilities



NYT Visit Arrival Clusters

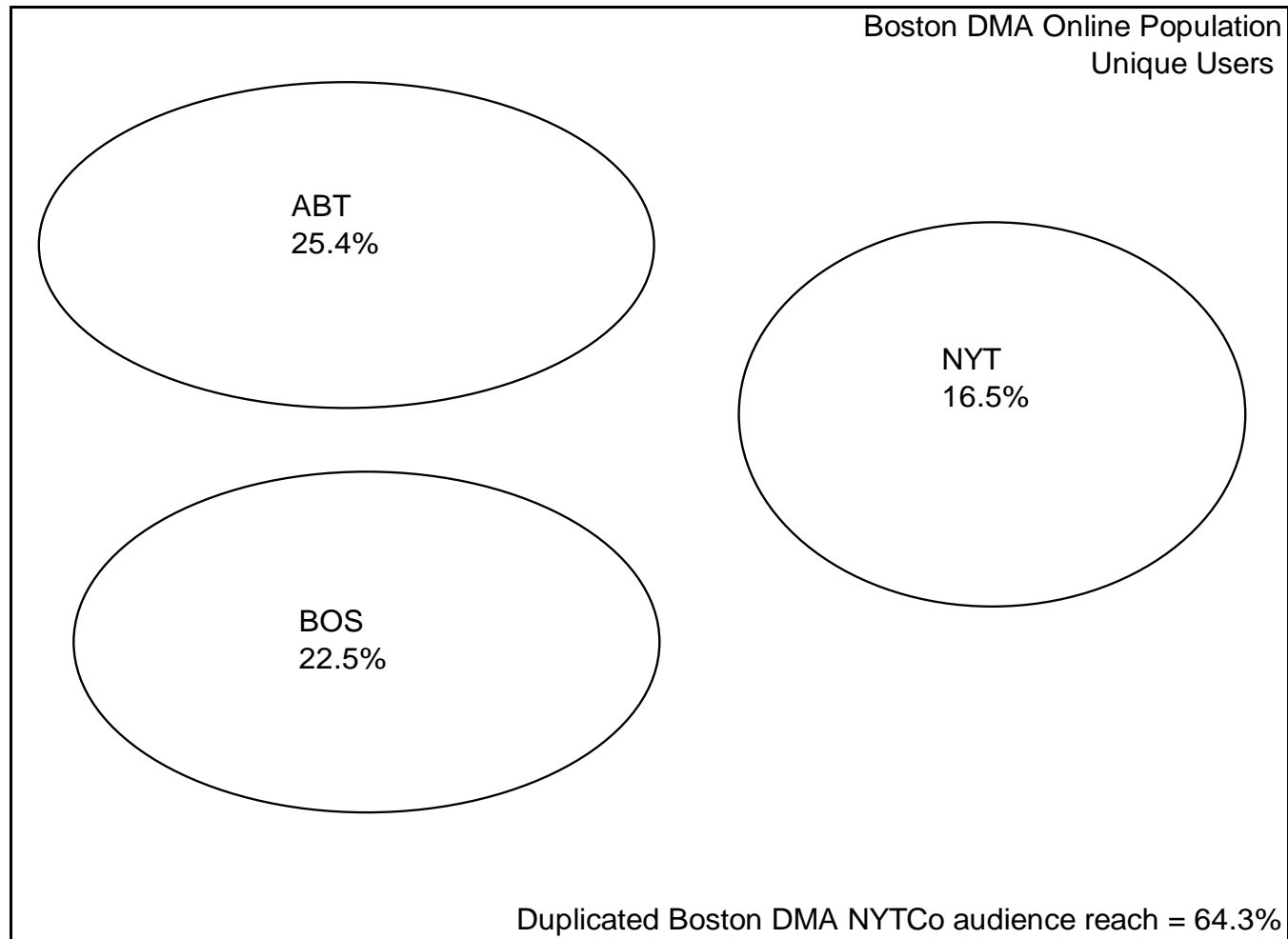


NYT Click Path Cluster Profiles



Boston DMA Reach

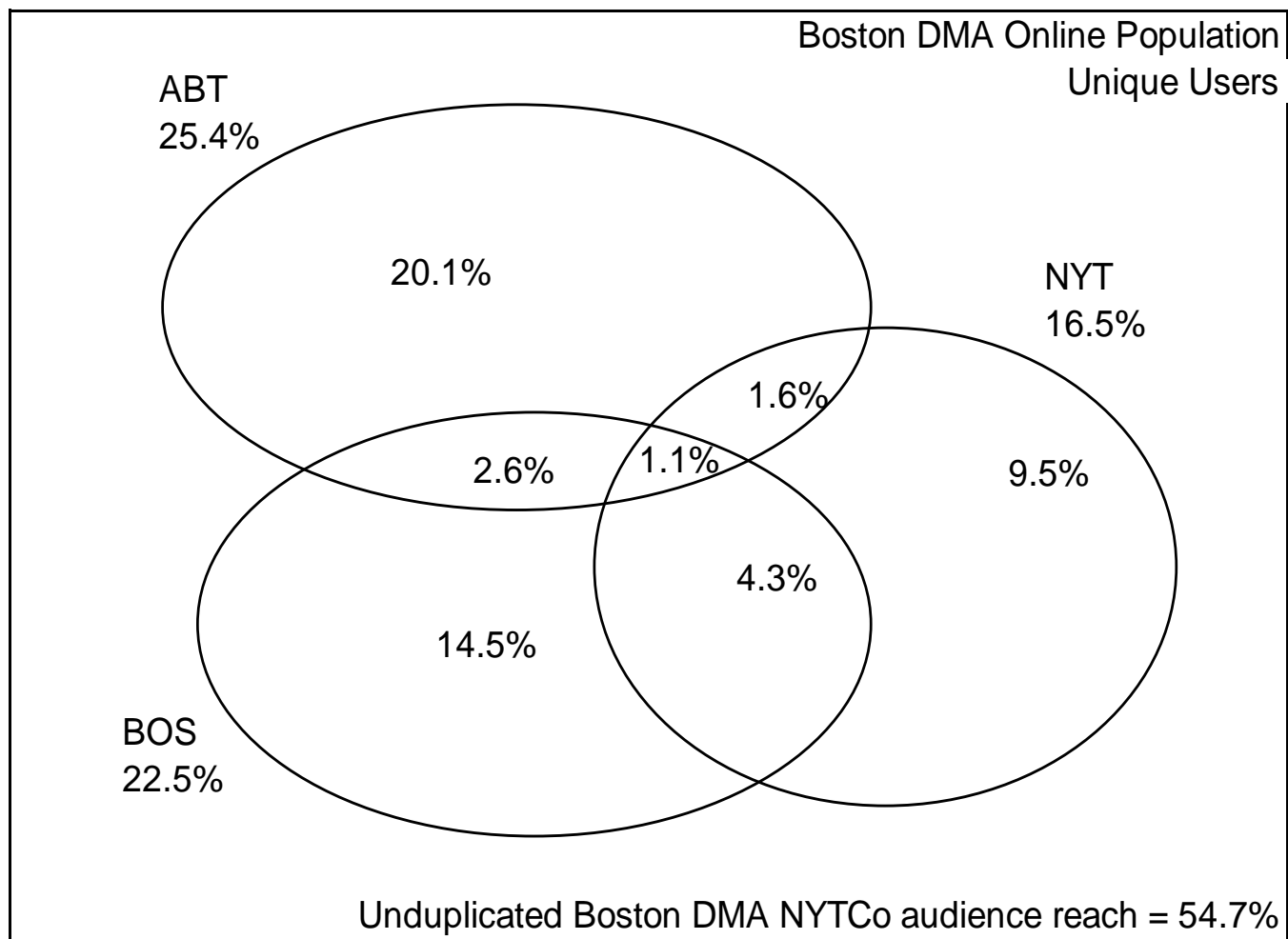
- The BOS-ABT-NYT Boston DMA (duplicated) reach is 64.3% (NNR)



Source: Nielsen Netratings

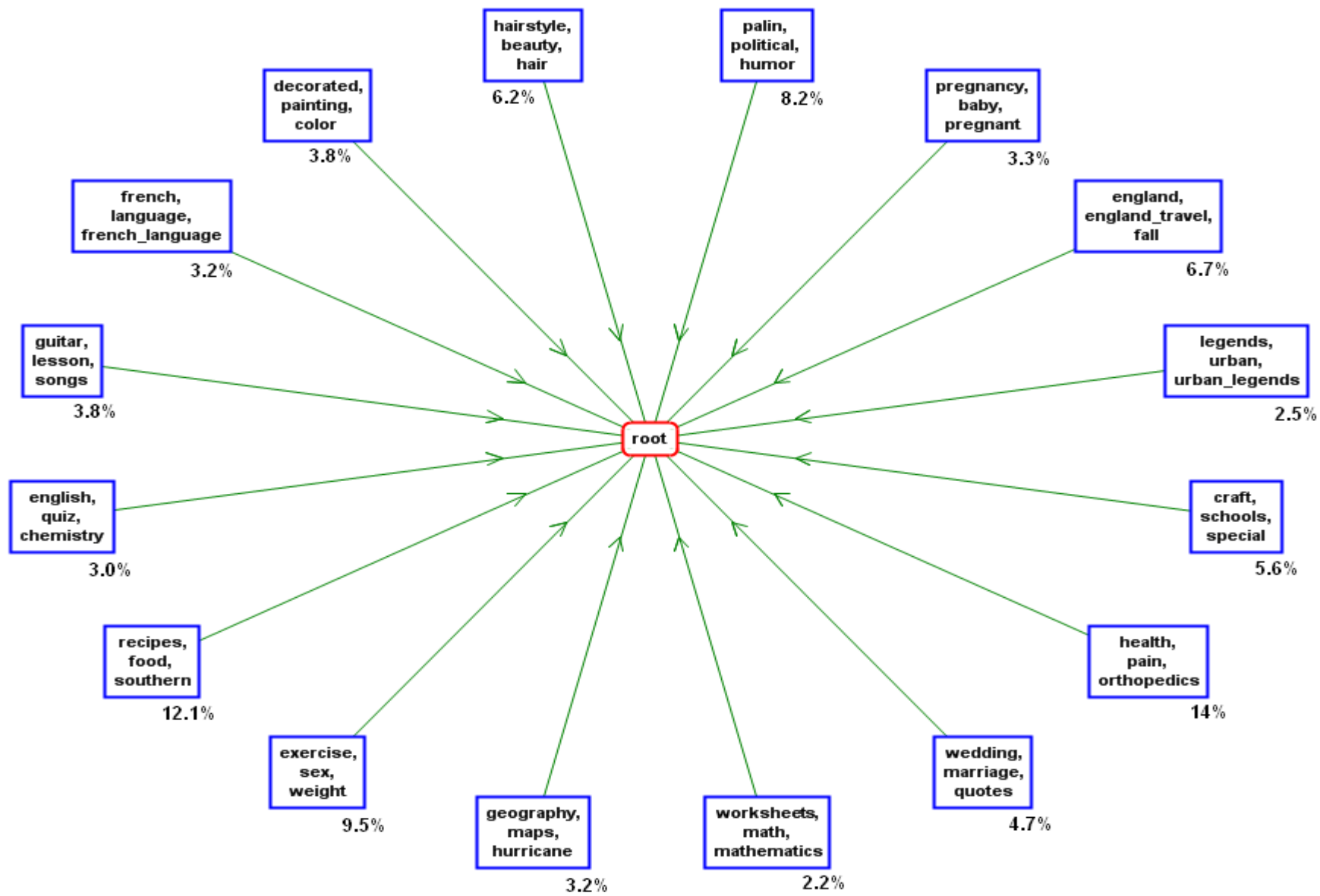
Boston DMA Reach

- After duplicate removal, the ABT-BOS-NYT Boston DMA reach is 54.7%

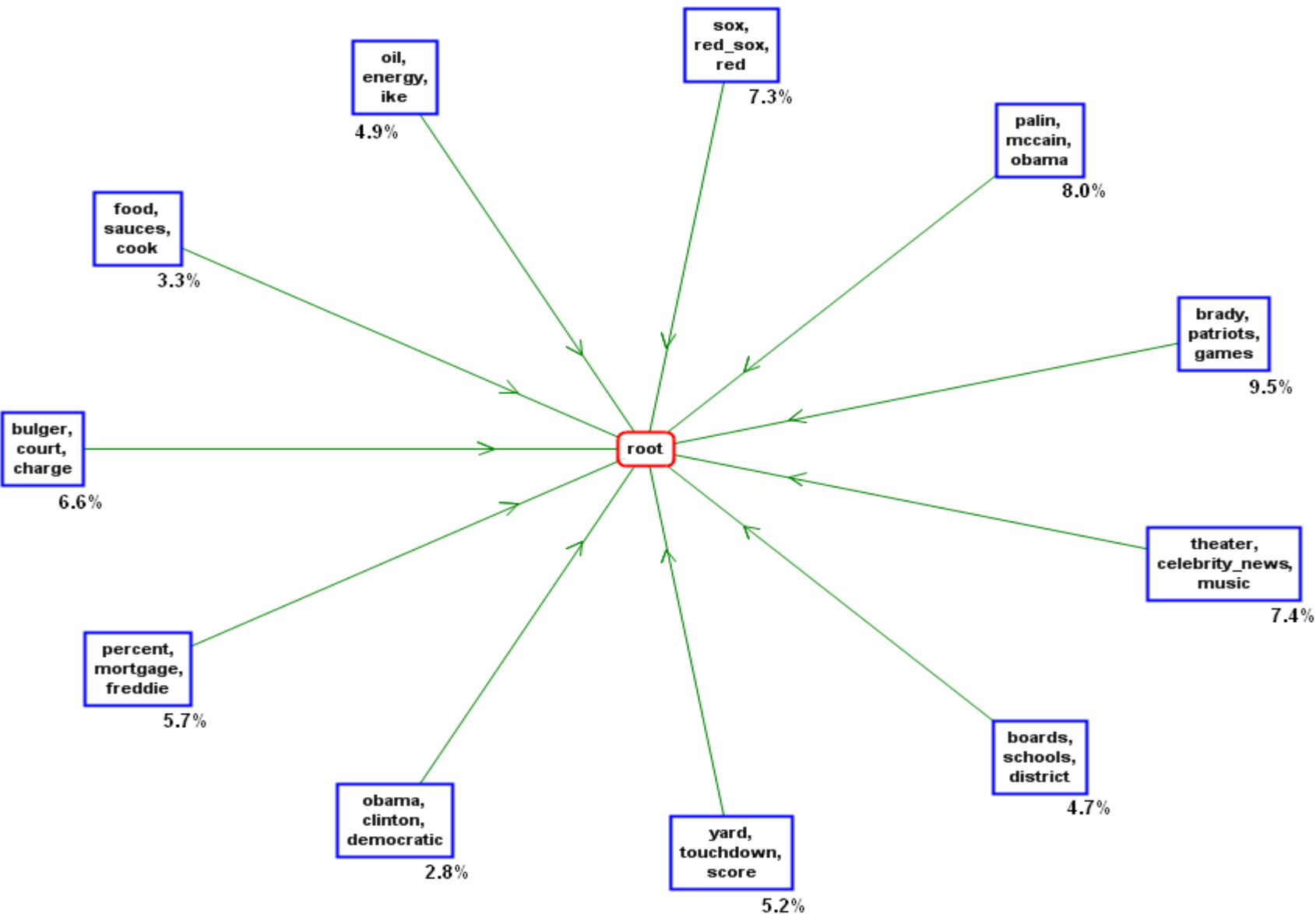


Source: Nielsen Netratings and NYTCo R&D

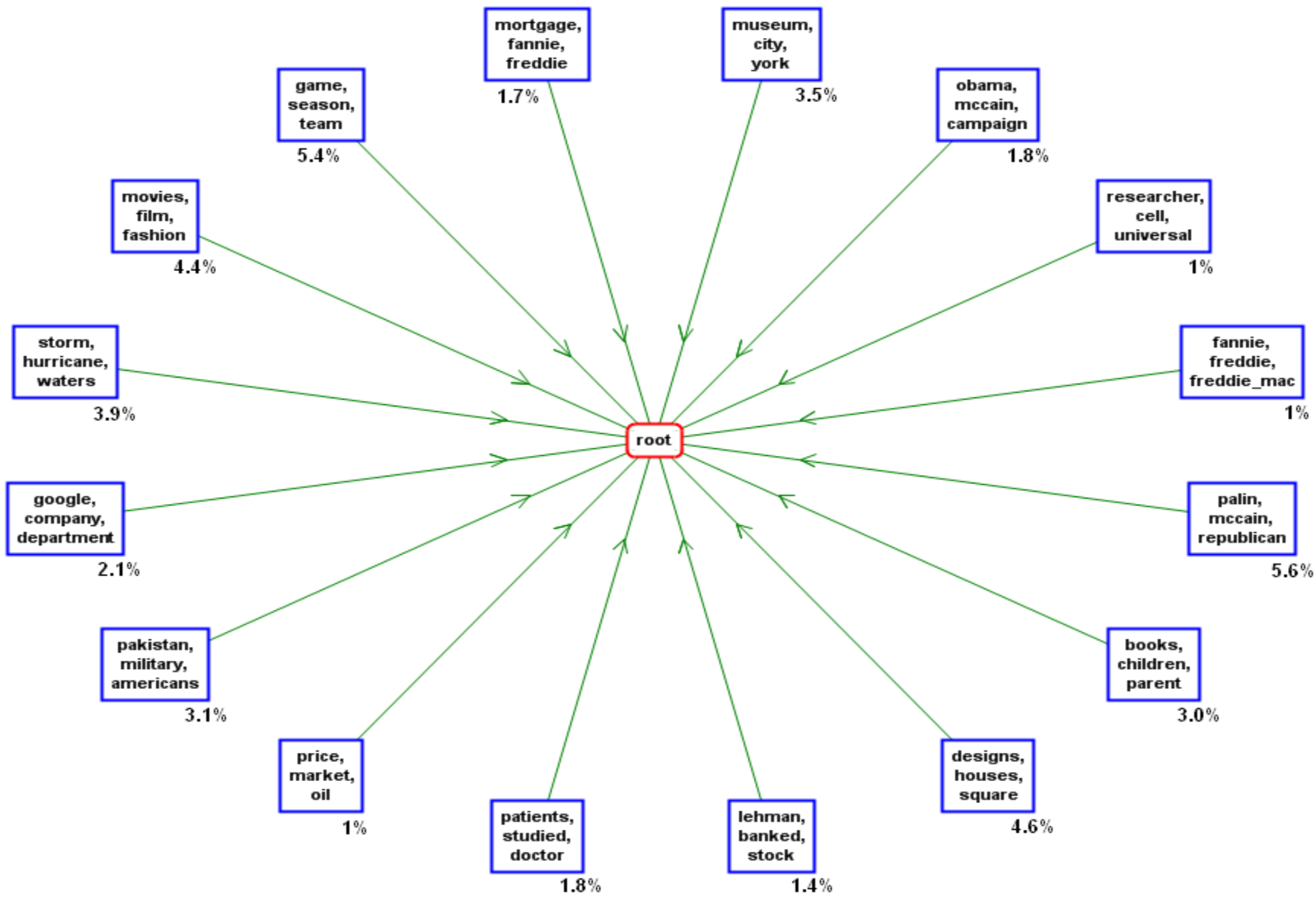
Boston DMA User Content Clusters at ABT



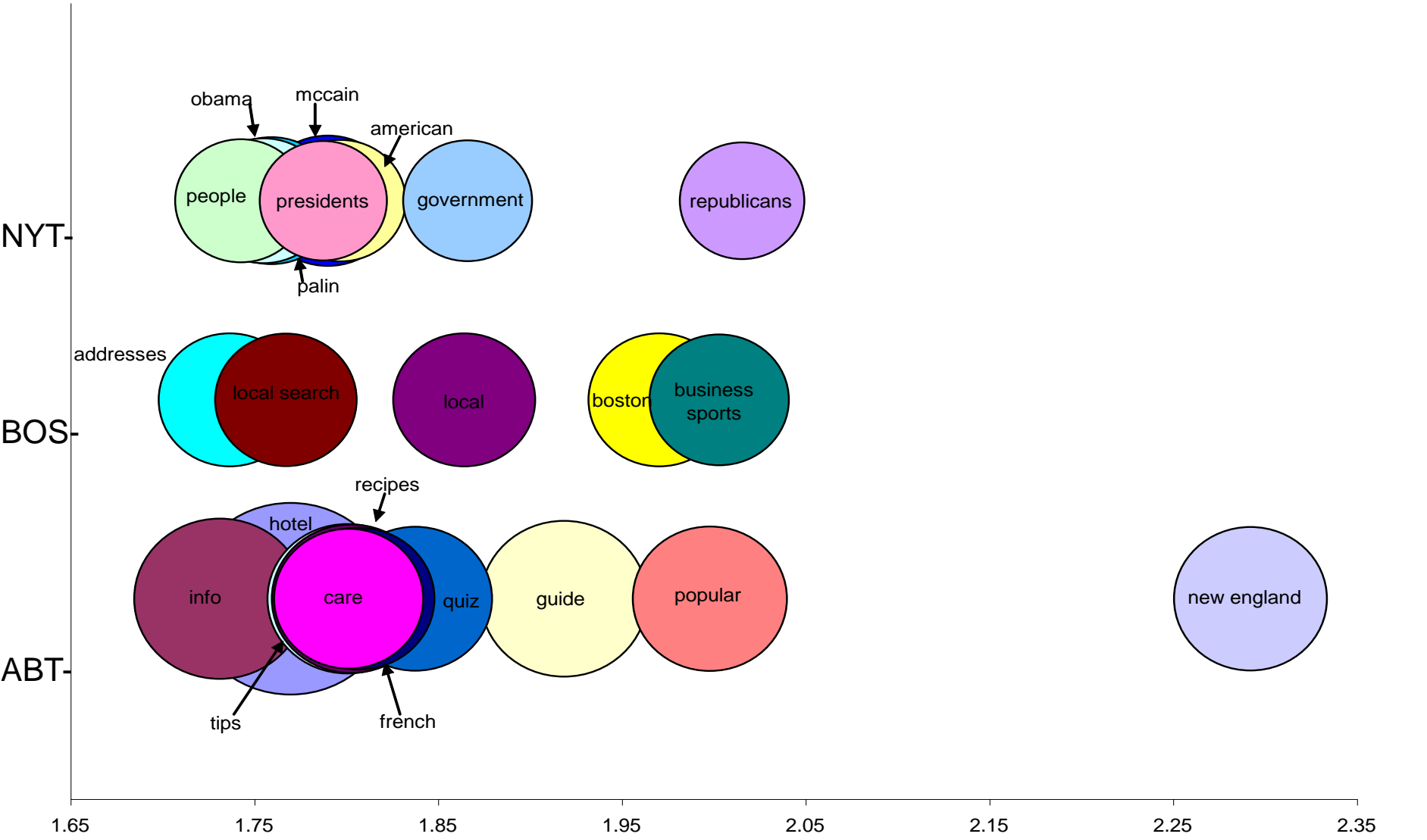
Boston DMA User Content Clusters at BOS



Boston DMA User Content Clusters at NYT



Boston DMA Term by Site Odds



Odds of a Boston DMA User Reading the Term at a Site vs. the other Sites

Targeting

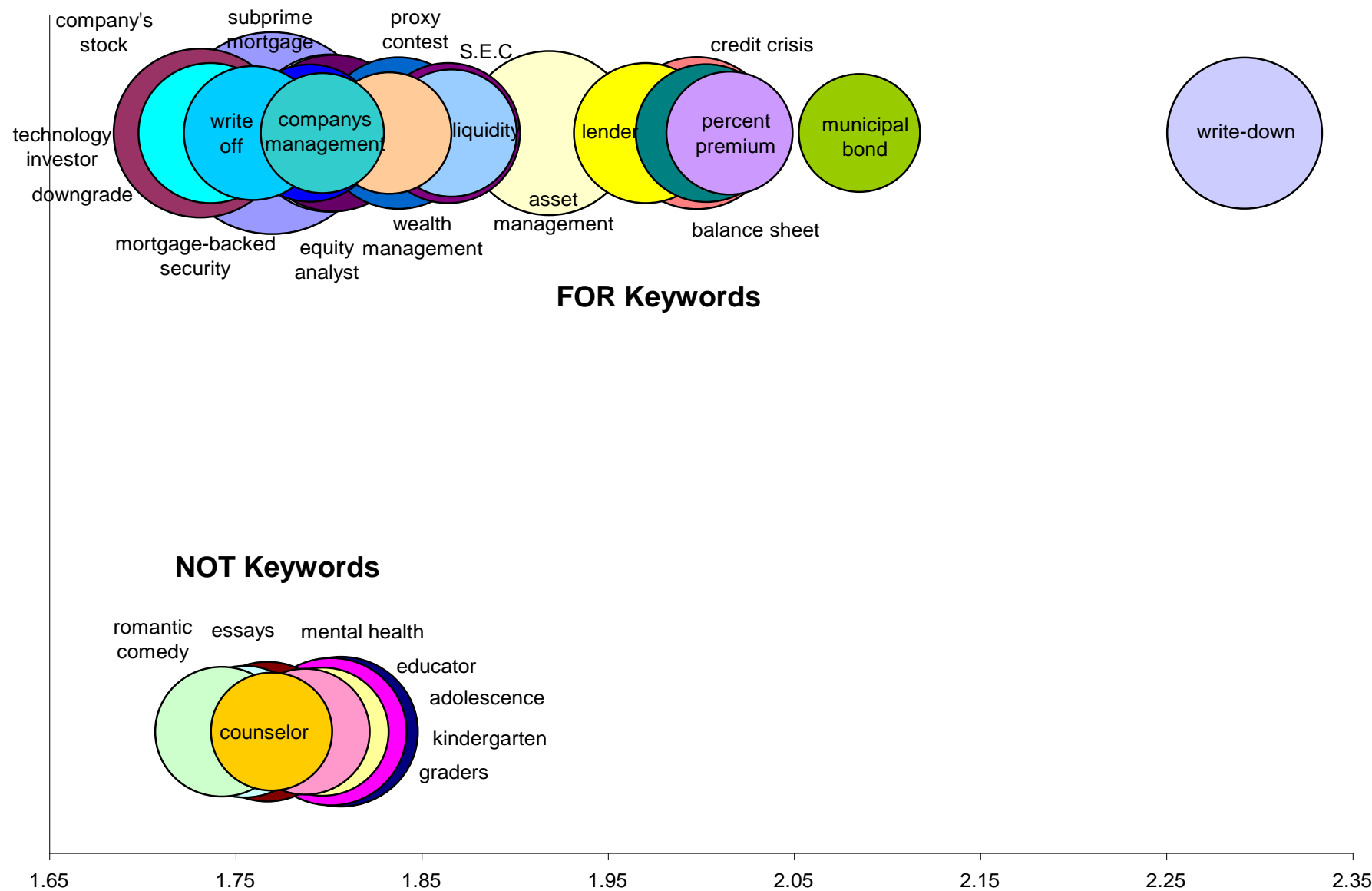
Targeting: Taking Action

- Presentation Targeting: Different users have different presentation preferences. Serving different presentations to different users based on expected preferences leads to deeper engagement and better traffic monetization.
- Advertising Targeting: Many advertisers are interested in targeting segments of users. Serving ads to users based on the satisfaction of an advertiser's criteria leads to better traffic monetization.

NYT CXOs Key Phrases

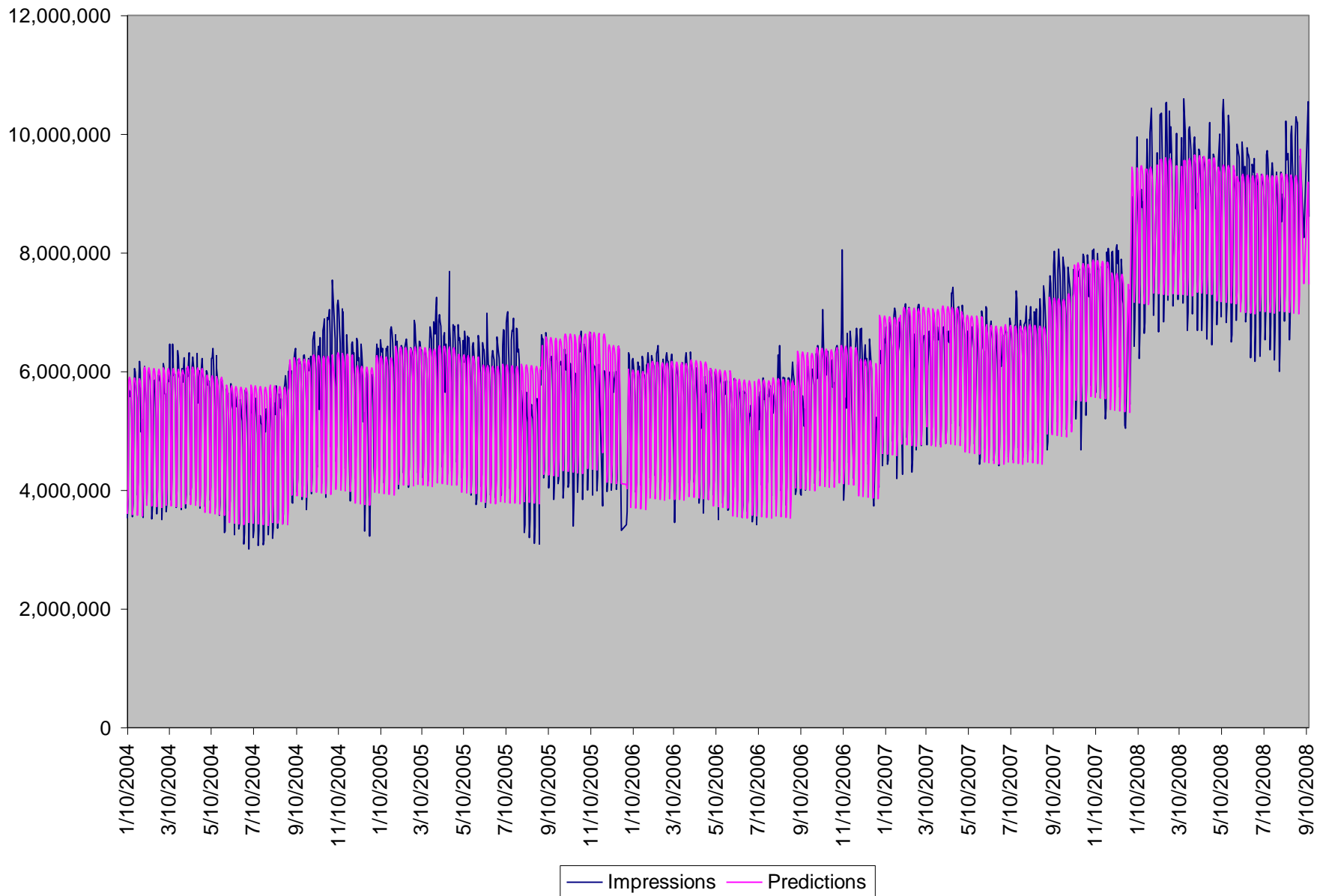
- Objective: Supplement the NYTimes.com small set of registered CXOs with a set of non-registered users that behave like registered CXOs
- Methodology:
 - Select all CXOs in large companies and all the articles they have read
 - Select a representative sample of registered non-CXOs in large companies and all the articles they have read
 - Text mine the keywords from all the articles selected to best discriminate what CXOs are reading versus non-CXOs
 - Validate the keywords
 - Size the opportunity
- Findings:
 - 27 keywords significantly discriminate CXOs from non-CXOs
 - 19 keywords were read with greater likelihood by CXOs
 - 8 keywords were not read with greater likelihood by CXOs
 - On average, using any one of the keywords would result in an 85% increase in the probability of serving an ad to a CXO user
 - Using all of the keywords would result in a 1,747% increase in the probability of serving an ad to a CXO user (a two out of three chance)

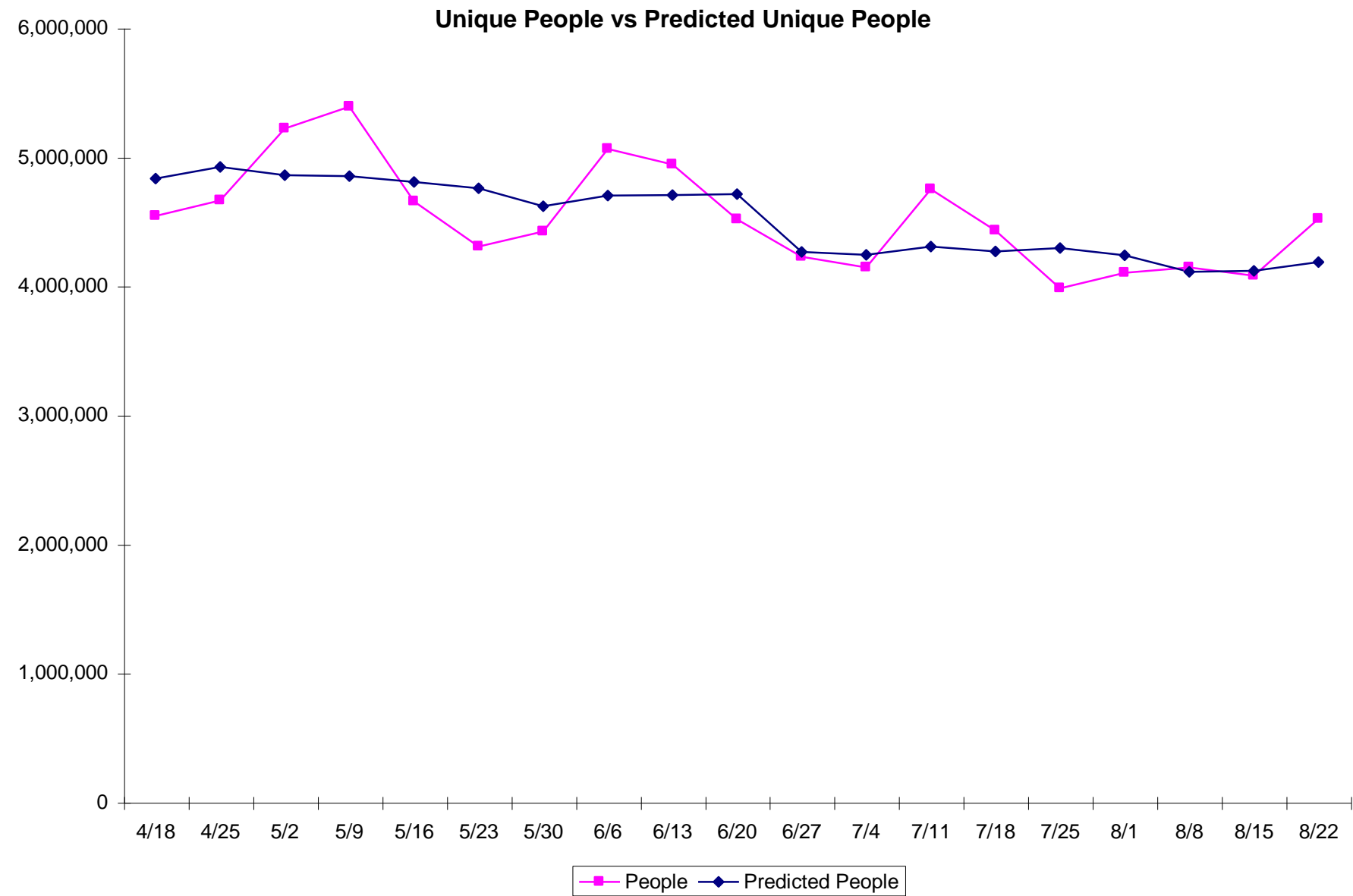
CXO Key Phrase Results

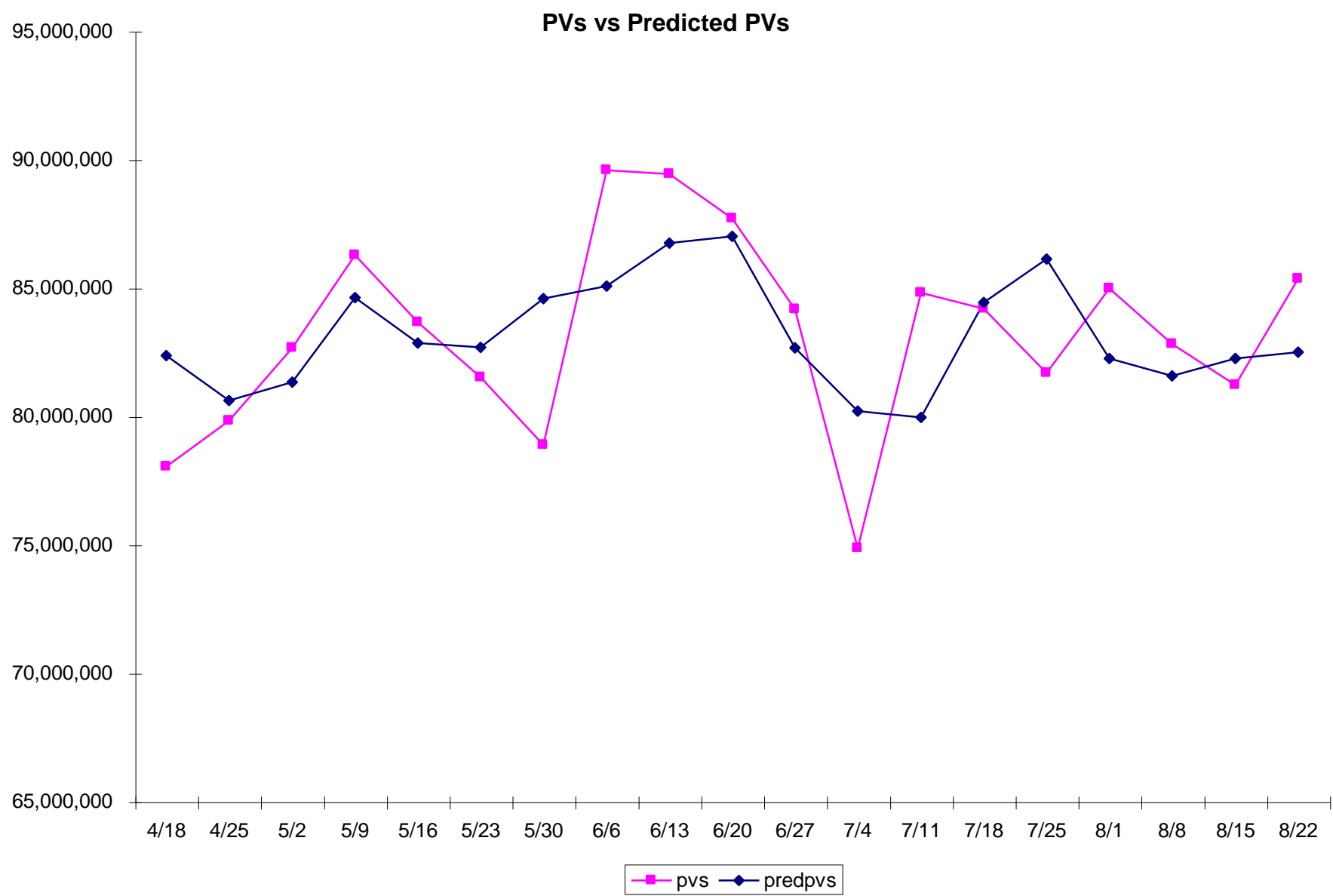


Forecasting


NYT Homepage Impressions Forecast Model







How do I use Analytics to stop or minimize this?

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What's on your mind?
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Luka Bradeško Drinking coffee and watching this
**Oldelaf - le Café (english subtitles)**
Source: www.youtube.com
A song of the French band Oldelaf and Mr D. from their LP L'album de la maturité. The movie clip has been directed by Stephanie Marguerite and Emilie Tarascou. Lyrics translated in English for the blog <http://french-kisses.blogspot.com/>
2 hours ago · Comment · Like · Share · Report
Iztok Franko likes this.
 **Iztok Franko** kruta realnost? :D a greva na kofi v egoista?
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 **Bogdan Pogorelc** the same amounts as him?
55 minutes ago
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Nick Bilton My good friend @carr2n will be at GRID09 in Stockholm this weekend. Holla if you are too as he won't know anyone.
8 hours ago · Comment · Like
 **Todd Anderson** I wish.
8 hours ago
Write a comment...

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